

American Werewolf in Business

One of the most iconic symbols of Halloween is the Wolfman, a fearsome beast often seen wearing a red-and-black plaid patterned shirt. That traditional pattern is called Buffalo Check, first manufactured in America in 1850 by Woolrich Woolen Mills, the oldest manufacturer of outdoor wear in the country ("The Original," 2016, para.1). Over 150 years later, Buffalo Check is still one of their best-selling items!

Woolrich was founded by John Rich in 1830 and began by selling its outdoor wears to Pennsylvania lumber camp laborers (Petersen, 2015, pg.39). The brand's products have changed very little since then. The company, however, has grown quite a bit. Last year, the privately-held Woolrich, Inc. announced that it would be merging with Woolrich Europe—a licensee owned by long-standing partner W.P. Lavori in Corso—to form a new holding company, Woolrich International ("Woolrich," 2016, para. 1).

Woolrich International will be headquartered in London and allow the Woolrich brand to keep on-track for its goal of 12% annual growth from 2017 through 2020 ("Woolrich," 2016, para. 3). With their 4-year plan they aim to go public and expand their global market. While they currently have a network of 25 stores throughout 45 countries, new growth will no doubt lead to further expansion ("Woolrich," 2016, para. 6). By 2020, they aim to have 60 stores worldwide, including new stores already opening in Toronto and Vancouver (Shaw, 2016, p.F8).

Sources:

Petersen, C. (2015). Tried and True. *Retail Merchandiser*, 55(1), 37-43. Retrieved from Business Source Ultimate Database.
Shaw, H. (2016, Dec. 13) Outdoor Brand Woolrich to take on Canada Goose: U.S. Luxury Brand Label to Open Toronto, Vancouver Stores. *National Post's Financial Post & FP Investing (Canada)*, p. F8. Retrieved from LexisNexis Academic Database.
The Original Buffalo Check: A Woolrich Icon Since 1850. (2016, Nov. 18). Retrieved from <https://www.woolrich.com/>
Woolrich and Woolrich: Europe Announce Merger Aimed to Accelerate Brand's Global Growth. (2016, Dec. 13) *India Retail News*, Retrieved from LexisNexis Academic Database.

Trick-or-Treat!

The library has some new goodies for you beginning this month.



West Side Swap

Want to curl up with a book *other* than the one you've been studying from for the past three hours, but don't want to walk all the way to Evans to hunt for a new novel?

Our new book swap shelf, West Side Swap, is on the first floor just beyond West Side Exchange. Patrons may take a book and are encouraged to contribute books of their own for others to enjoy. Please familiarize yourself with the rules posted at the West Side Swap bookshelf. Keep in mind if you contribute a book to the shelf, you may never see it again. So choose your contributions wisely. Happy swapping!

Week-Long Laptops

In addition to our popular 4-hour laptops, we now have three 7-day laptops that can be checked out at the "Ask Us" Desk. You can check these new laptops out once per month. Remember to save all your work to an external source so you don't lose any of your information.



WEST CAMPUS LIBRARY

Libraries Contact Information:

Evans:

979.845.3731

West Campus:

979.862.1983

Medical Science:

979.845.7428

Reserve a study room online at the library homepage: wcl.library.tamu.edu under Quick Links!

Copies of the newsletter are available at the Ask Us Desk

